

# URBAN LIVING FESTIVAL 2024

STAY • LIVE ► WORK

July 2024  
LONDON - Venue TBA



## MEDIA PARTNERS



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# URBAN LIVING FESTIVAL (ULF) 2024

**Spark your innovation, challenge your perspective at the festival of ideas.**

**The only leadership and investment event for urban innovators and investors to collectively define the future of how and where people STAY, LIVE and WORK in urban centres.**

Changing demographics, social and economic drivers are fuelling investor decisions across the broad range of “Urban Living” asset classes. The ‘age of convergence’ blended across hospitality and real estate is happening at pace as we emerge, re-set and focus on the future different.



ULF places the spotlight directly on investment, development, supply, operations, brands, distribution, technology and demand generators.

Curated with an intense focus on collaboration and debate, the festival brings CEO's, ‘best of breed’ speakers and attendees, sponsors and solution providers to collectively share best practice, network, map the industry's future and do business within:

## STAY

- Hotels and serviced apartments
- Aparthotels / extended stay hotels
- Hybrid accommodation
- Short-term rentals

## LIVE

- Co-living
- Build-to-rent (BTR) and student accommodation
- Senior living

## WORK

- The future of the office
- Co-working
- Sustainable Buildings
- PropTech

“

**ULF is curated to reflect the evolution of the way we work, live and stay, and the effects this has on how our cities are planned and built. The convergence of hospitality and real estate asset classes is continually gaining momentum, and ULF shines a spotlight on current and future trends in urban development.”**



*George Sell, Editor, Living, International Hospitality Media*

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# THE MARKET

- 85% of investors are expecting to increase or maintain their portfolio allocation towards the ‘living’ sector over the next 10 years (Investec, Future Living II report, July 2021)
- 55% of the world’s population lives in urban areas, this is expected to reach 68% by 2050
- In 1950, 79% of the UK population lived in cities; this will rise to 92.2% by 2030.
- 40% of the urban areas required by 2030 are not yet built.

Hosted over two days, London will have the opportunity to showcase its status as a “living and eating” world-class metropolitan hub for real estate investors, developers, owners and operators.



## WHO SHOULD ATTEND?

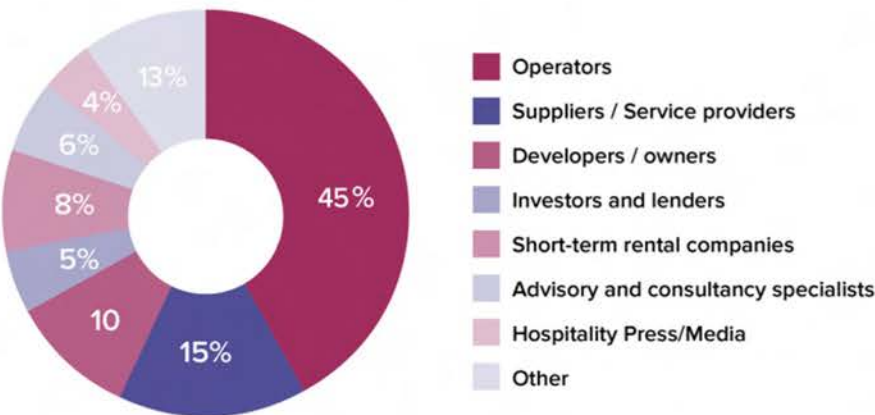
URBAN LIVING FESTIVAL 2024 will be the fourth annual gathering and is designed to bring together leaders from across this fascinating growing sector of the real estate industry to learn, share best practice and map the future.

As well as numerous opportunities to network with owners, operators, investors, buyers and sellers in the market, there is an action packed agenda to help you enage, discover and learn how to incorporate cutting edge business practices into your organisation to drive your business forward.

### Types of attendee include:

- Operators and brands
- Owners and developers
- Corporate and HNWI hospitality and real estate investors
- Bankers, private equity funds and other lenders
- Advisory and consultancy specialists
- Real estate brokers
- Real estate support services
- Architects and designers
- Lawyers
- Travel management companies
- Suppliers / Service providers
- SME and corporate travel buyers

### Urban Living Festival Audience Profile:



# URBAN LIVING FESTIVAL 2024

Each year the IHM series' welcomes 1,000+ hospitality leaders from across the globe to its property tours, networking receptions, conferences and exhibitions. These include operators, developers, investors, lenders, service providers, travel management companies, and more.



## 2023 Selected attendees, sponsors and speakers from;

Cheyne Capital | Ludic Group | LaSalle Investments | The Collective | Greystar | Corinthia | Watkin Jones | Fresh | C1 Capital | Grainger | Tristan Capital | Candour properties | Lowy Group | Foundry | Minut | AXA Investments | Hubbl | DP 9 | Canary Wharf Group | Huckletree | City of London | IMS | Fidelity International | ARK Co-living | Nido | Birchgrove | ResiCentral | Assa Abloy | Blue Orchid Hotels | Greystar | BNP Paribas Real Estate | The Collective | Cedar Capital Partners | Mura Living | SDDE Group | Central District Alliance | Bartlett institute | Charles Hope Apartments | Corporate Housing Factory | Conscious Coliving | Node Living | likeMagic | Gravity Co-living | KSL Capital | Lamington Group | Vertus | Montgomery Group | Neil Davies Architects | Opago | Tribe Hotels | res:harmonics | Reshape Living | Roger Lewis | Studio Moren | Under the Doormat | Harris Associates | Opago | UKAA | Vita Group | Wyndham Hotels & Resorts | Viridian Apartments | Katten | Yays Group | Tonik Associates | Costar | PriceLabs | Mandarin Oriental | Yotel | Laundry Heap | Wifirst | Your Apartment | AHV Associates | Duve | Citypop | SV Group | Harris PI | Benihana | Locale | Ciel Capital + MANY MORE!

## 2023 Attendee stats

90%

would attend again

100%

would recommend attending to a colleague

90%

rated the quality of the content as excellent

“.....I could tell the attendees were engaged and gaining real value from this event.”

Chris Carter-Keall, founder, CK Real Assets

## The top 3 reasons for attending in 2023

- Making New Business Contacts
- Increasing Brand awareness/personal profile
- Learn more about the market and future trends

80% of the audience surveyed were really satisfied that their objectives were well met during the festival!

\*Statistics taken from a post event survey sent to all attendees, sponsor, exhibitors and speakers.

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# 2023 SPONSORS AND SUPPORTING PARTNERS

## HEADLINE SPONSORS



## IN PARTNERSHIP WITH



## WIFI & COMMUNICATIONS TECHNOLOGY PARTNER



## TECHNOLOGY PARTNER



## FESTIVAL PARTNERS



## FURNITURE PARTNER



## EVENT APP SPONSOR



## CHILL OUT ZONE



## RESTAURANT PARTNER



## SUPPORTING PARTNER



## DRINKS RECEPTION SPONSOR



## LANYARD SPONSOR



"The topics covered were relevant and timely. In particular, the workshop format enabled meaningful conversations to happen with industry peers, and new connections to be made. Thank you to the team for putting on this event"

*Dr Penny Clark, co-founder, Conscious Coliving*

"The Urban Living Festival has a unique sense of openness to it – everyone seems willing to collaborate and share. Our respective sectors within 'Living' are different, but the ULF shows us there is more to bind us than separate us."

*Honor Barratt, CEO, Birchgrove*

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# SPONSORSHIP PACKAGES

Sponsorship Benefits	Headline Sponsor	In Partnership With	Festival Partner	Tech Innovation Partner
Press announcements across the IHM network, including quote from sponsor	✓	✓	✓	✓
VIP passes	X8	X5	X4	X3
Advisory board participation x1	✓	✓	✓	✓
Invite to sponsors dinner	X3	X2	X1	X1
Priority exhibitor space	3X2m	2x2m	2x2m	2x2m
Opportunity to participate, host or lead a session	✓	✗	✗	✗
Invite to attend all venue tours and drinks reception	✓	✓	✓	✓
Branding, links and logo on website	✓	✓	✓	✓
On-site press interview	✓	✓	✓	✓
Discount on all digital marketing campaigns	No cost to the value of £3,000, 50% thereafter	50%	25%	✗
Branding on main stage and around event	✓	✓	✓	✓
Branding on digital guidebook + early access	✓	✓	✓	✓
Attendee list (inclusive of email/phone number) 1 week prior to event	✓	✓	✓	✓
No cost tickets for prospective clients	X6	X4	X3	X2
Prize for activation during event	✓	✓	✓	✓
Social media support	✓	✓	✓	✓
HTML email	X3	X2	✗	✗
Sponsor to address attendees in main room	✓	✗	✗	✗
Branding on Tech led sessions and/or Tech Hub branding	✗	✗	✗	✓
Access to VIP Area	✓	✓	✓	✓
<b>Price</b>	<b>£19,995</b>	<b>£14,995</b>	<b>£12,500</b>	<b>£9,995</b>

“

“Attending the Urban Living Festival afforded me a refreshing approach to the operational real estate sector with a variety of sub-sectors being discussed and with debate around not only today’s challenges and opportunities, but also those of tomorrow.”

Joe Persechino, head of residential and student accommodation, AXA IM Alts – Real Assets

“

“This was my first attendance at the Urban Living Festival which I found to be informative, well structured featuring some great panels and speakers and – what makes it different and stand out from many other conferences – the calibre of attendees and their clear willingness to listen, learn and comment on current issues facing the residential and hospitality sectors – all in all a fascinating and ‘well worth the visit’ occasion.”

Guy Windsor-Lewis, CEO and founder, Locale

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# URBAN LIVING FESTIVAL

## JULY 2024, LONDON

I/We confirm this contract to book a ☐ Headline Sponsor, ☐ In Partnership With, ☐ Festival Partner, ☐ Tech Innovation Partner sponsorship package

### ADDITIONAL SPONSORSHIP OPPORTUNITIES

- ☐ Entertainment/DJ sponsor - £5,000
- ☐ Networking app sponsor - £5,000
- ☐ VIP lounge sponsor - £5,000
- ☐ Breakfast sponsor - £3,500
- ☐ Lanyard sponsor - £3,500 + supply of branded lanyards
- ☐ Lunch sponsor - £3,500
- ☐ Badge sponsor - £3,000
- ☐ Coffee sponsor - £3,000
- ☐ Gaming zone - £3,000
- ☐ Chill out zone - £2,5000
- ☐ Roundtable/workshop sponsor - £2,000 (inc refreshments)
- ☐ Drinks reception host venue or sponsor - £POA
- ☐ Phone charging sponsor - £POA
- ☐ Furniture sponsor - £POA
- ☐ Stage set sponsor - £POA
- ☐ Venue branding options - £POA
- Other options on request

Signature:

Date:

Thank you for sponsoring URBAN LIVING FESTIVAL, please ensure you've completed all information fields

Company Name:	Telephone:
Contact Name:	Email:
Position in Company:	Invoice Contact:
Address:	
Postcode:	

☐ I confirm that I accept the terms and conditions listed after this booking form.

#### Complete your event sponsorship with an online presence...



Jordan Ashford  
Head of Growth  
+44 (0)7535135116  
+44 (0)20 8340 7989  
jordan@internationalhospitality.media



Stephanie Hamlin  
VP Commercial Partnerships  
+44 (0)7375675475  
+44 (0)20 8340 7989  
stephanie@internationalhospitality.media

#### MARKETING (NEXT STEPS)

Following confirmation of your booking, your online marketing campaign will start. To do this we require:

- High resolution logo in .eps, svg, ai and png format
- Brief company description (50-70)
- Online links for your website, social media channels and hastags



Jo Cox  
Head of Marketing  
+44 (0)7765 890972 +44 (0)20 8340 7989  
joanne@internationalhospitality.media

## URBAN | LIVING | FESTIVAL | 2024

# EXHIBITOR OPPORTUNITIES

## 2X2 METER EXHIBITOR SPACE + BRANDED BACK WALL BRANDING

Includes tressel table, 2 chairs, power and wifi as standard.  
Brand on website and event app.

**Price: £4,495**



## 3X2 METER EXHIBITOR SPACE + BRANDING BACK WALL BRANDING

Includes tressel table, 2 chairs, power and wifi as standard.  
Brand on website and event app.

**Price: £4,995**



## 2X2 METER EXHIBITOR SPACE ONLY

Includes tressel table, 2 chairs, power and wifi as standard  
\*Further options to upgrade and brand the space will be available and our operations team will be in contact before the event to discuss.  
Brand on website and event app.

**Price: £3,995**



## 3X2 METER EXHIBITOR SPACE ONLY

Includes tressel table, 2 chairs, power and wifi as standard  
\*Further options to upgrade and brand the space will be available and our operations team will be in contact before the event to discuss.  
Brand on website and event app.

**Price: £4,495**



## FULLY BUILT STAND SOLUTIONS AVAILABLE UPON REQUEST

Brand on website and event app.

**Price: £POA**



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“I think for me, one of the biggest highlights is all the people you meet. Talking to them, you get to create deeper connections and seeing them face to face is very different from having them on Zoom. Bringing people together in the same room has been great for me personally and hopefully for many more people here too.”

Marcus Ljungblad, co-founder, Minut

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# URBAN LIVING FESTIVAL

## 5- 6 JULY 2023, LONDON

I/We confirm this contract to book a:

- ☐ 2x2 Meter exhibitor space + back wall - £4,495
- ☐ 3x2 Meter exhibitor space + back wall - £4,995
- ☐ 2x2 Meter exhibitor space only - £3,995
- ☐ 3x2 Meter exhibitor space only - £4,495
- ☐ Fully built stand solutions - £POA



“

A great space, well laid out and highly interactive.

Signature:

Date:

Thank you for sponsoring URBAN LIVING FESTIVAL, please ensure you've completed all information fields

Company Name:

Telephone:

Contact Name:

Email:

Position in Company:

Invoice Contact:

Address:

Postcode:

☐ I confirm that I accept the terms and conditions listed after this booking form.

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+44 (0)20 8340 7989  
jordan@internationalhospitality.media



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+44 (0)7375675475  
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- Online links for your website, social media channels and hashtags



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# SPONSORSHIP TERMS AND CONDITIONS

## 1. Definitions

For these terms and conditions the conference organisers, International Hospitality Media (IHM), will be referred to as "The Organisers". The term "Festival" means the event detailed online at <http://www.urbanlivingfestival.com> and the term "Sponsor" means the company, firm or person described in these Terms & Conditions who have signed the Sponsorship Agreement "Contract".

## 2. General Terms and Conditions

The person or persons signing the Contract shall be deemed to have full authority to do so on behalf of the Sponsor. The Contract and these Terms and Conditions shall be construed in accordance with English law and the Parties hereby submit to the jurisdiction of the English Courts.

## 3. Cancellation of Conference

**3.1** The Organisers reserve the right to postpone or cancel the festival. In the event of a decision to postpone the festival, the Organisers will immediately contact the Sponsor with the new date and will agree with the Sponsor that the Organiser should hold the Sponsorship money against a future event. The Organisers reserve the right to relocate the festival to another venue without changing the terms of Sponsorship. The Sponsor does not have the authority to demand cancellation of the event. In the event of cancellation with no new date rescheduled, the Organisers will return Sponsorship money.

**3.2** If the Festival attracts fewer delegates than anticipated by either the Organisers or the Sponsor, no refund will be given. Similarly, if the event attracts more delegates than anticipated by either the Organisers or the Sponsor, there will be no additional charge incurred by the Sponsor.

## 4. Payment Terms

Upon acceptance of the Contract an invoice for the full amount will be issued and is payable immediately. Under no circumstances will a Sponsor be allowed to participate in the Festival and the benefits outlined in the Contract will be withdrawn, if any Festival invoice payment is outstanding. Please be advised that upon receipt of this contract an invoice from IHM for the appropriate amount will be sent to you with detailed instructions of payment terms and conditions.

## 5. Exhibition Display Items

**5.1** In the event the Sponsor provides articles, products and materials, ("the Exhibition/Display Items"), unless otherwise approved by the Organisers, the movement of such items in and out of the venue must be handled by nominated contractors. The Exhibition/Display Items will not be allowed in or out of the venue without official clearance. All Exhibition/Display Items must at all times abide by the health and safety standards set out and monitored by the venue. The Sponsor shall make its own arrangements for transportation of the Exhibition/Display Items including packaging material. The Organisers cannot accept or sign for Exhibition/Display items on behalf of the Sponsor.

**5.2** All displays shall be removed and cleared from the exhibition space and the Sponsor shall ensure that vacant possession of the exhibition space is delivered in good order and clean condition. The Sponsor will pay the cost of making good any

damage caused to the venue, whether by themselves and/or their contractors. Exhibition / Display items may not be moved by the Sponsor from the Festival venue before the exhibition portion of the Festival ends unless otherwise agreed.

## 6. Compliance with local legislation

The Sponsor must comply at all times with all relevant legislation and regulations of the country where the Conference is held.

## 7. Video rights, Licences and Electronic messages

**7.1** From time to time, photographs and video recordings may be made at the Festival or in the venue, which may include images of Sponsor, its employees, agents and related merchandise and displays. Sponsor may not hinder, obstruct or interfere in any way with such photography or recordings whether by the Organisers, its agents, attendees, or other exhibitors, and hereby consent to the Organisers' use of such recordings for commercial purposes.

**7.2** To the extent necessary to fulfil Festival's express obligations hereunder, the Sponsor hereby grants the Organisers a nonexclusive, royalty-free, revocable, non-transferable worldwide licence (without the right to sub-licence) to use, solely and strictly in accordance with the Sponsor's instructions, the Sponsor's trademarks, service marks, logos, trade names, copyrighted content, hypertext links, domain names, icons, buttons, banners, graphic files and images which shall be provided by the Sponsor, in its sole discretion, to the Organiser.

**7.3** By providing the Organisers with the e-mail addresses set forth on the Contract, Sponsor hereby consents to receiving unsolicited commercial email messages from the Organisers, its affiliates and partners, as well as third parties licensed to send such messages to Sponsor by any of the foregoing. By providing the data herein, Sponsor agrees that such data may be used by the Organisers and its subsidiaries and their affiliates.

## 8. Insurance

The Sponsor shall take out and maintain at all times public liability and employee liability insurance against personal injury, death and loss of property.

## 9. Liability

The Sponsor shall indemnify and keep indemnified The Organisers, their affiliates and their respective officers, directors, shareholders, employees and agents against all claims, liabilities, losses, suits, damages, judgements, expenses, reasonable costs (including reasonable legal costs) and charges of any kind arising ("Loss") out of the wilful default or negligence of the Sponsor or its employees, servants or agents provided only that any such Loss was reasonably foreseeable at the time this Contract was made and that the Organisers shall take reasonable steps to mitigate the same.

All items or property that are brought to, displayed at, and removed from, the Festival venue are at the Sponsor's own risk.

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**"The event has been great – everything that we do with IHM is great. The panels have been amazing, you've got the feedback from the workshops and you walk out of these conferences feeling really engaged and open to more conversations. The tours were great and we had lots of discussions. Going out to see the products is quite different and seeing how everyone is expressing their brands."**

*Suzanne Luscombe, business development director, Opago*



**"Great up-to-date market insights into the BTR and hospitality industry combined sectors is brilliant. Many thanks!"**

*Daniel Morgans, Associate Director, Chapman Taylor*



**"The Urban Living Festival 2023 was an exceptional event that brought together a global community of urban innovators and investors to shape the future of urban living. With its focus on contemporary hospitality and real estate, the festival provided a platform for collaboration, debate, and networking, allowing participants to explore the challenges, opportunities, and solutions in this rapidly evolving industry."**

*Angeliki Crania, sustainability manager, Lamington Group*

